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The Influence of Brand Image, Product Quality and Service Quality on Consumer Satisfaction at d'Pari Resto

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Abstract

The competitive culinary business demands that businesses strive to improve customer satisfaction. However, d'Pari Resto still faces several challenges, such as complaints about service, product quality, and brand image. Therefore, it is necessary to analyze the factors that influence customer satisfaction. The purpose of this study was to determine the influence of brand image, product quality, and service quality on customer satisfaction. This quantitative research involved 75 respondents obtained through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using SPSS 26. The analysis showed that brand image, product quality, and service quality all had a positive and significant influence on customer satisfaction at d'Pari Resto. The R-squared value of 58.1% is in the mid-range, while 41.9% is explained by variables not included in the study. This study underscores the importance of enhancing brand image through consistent marketing communications, continuous product quality improvement, and optimizing service quality, particularly in terms of employee empathy. The goal is to align customer expectations with their actual experiences, which will result in higher overall satisfaction. Further research is recommended to expand the variables related to consumer emotional aspects and utilize a broader scope and analysis methods.

Keywords: Brand Image, Product Quality, Service Quality, Customer Satisfaction, d'Pari Resto.

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INTRODUCTION

The culinary industry in Indonesia has seen rapid growth in line with changing lifestyles and increasing consumer demand for a dining experience that focuses not only on the product but also on the atmosphere and quality of service. According to data, BPS (2024), the number of businesses in the food and beverage industry reached approximately 4.85 million units, an increase of approximately 21.13% compared to 2016. This situation indicates that competition in the culinary business is increasingly fierce, requiring businesses to maintain customer satisfaction through managing brand image, product quality, and service. Customer satisfaction is a crucial factor because it is related to consumers' tendency to make repeat purchases and provide positive recommendations to others.

Brand image is a consumer's perception of a brand, formed through experiences and marketing communications. In the culinary industry, brand image plays a role in shaping consumers' initial expectations before making a purchase. Furthermore, product quality is a crucial factor because it is related to the product's ability to meet consumer needs and expectations through taste, menu variety, and product conformance to expected specifications. Service quality also plays a role in creating customer satisfaction through the ability of employees to provide fast, friendly, and responsive service to customer needs. Several previous studies have shown different results regarding the factors that influence consumer satisfaction. Ihsan & Sutedjo (2022), shows that brand image has a positive and significant effect on consumer satisfaction, whereas Apriliani & Yudiantoro (2023), found that brand image does not have a positive and significant effect on consumer satisfaction. Nugroho et al (2024), stated that product quality has a positive and significant effect on consumer satisfaction, however Izzuddin & Muhsin (2020), shows that product quality does not have a positive and significant effect. Ismartaya et al (2023), stated that service quality has a positive and significant effect on consumer satisfaction, whereas Ardianingrum & As Ad (2024), found that service quality had no significant partial effect. The difference in research results indicates a research gap regarding the influence of brand image, product quality, and service quality on consumer satisfaction.

d'Pari Resto is a restaurant in Purbalingga Regency that carries a modern industrial concept with natural and ethnic nuances. This restaurant utilizes social media such as Instagram and TikTok to build its brand image through visual content that showcases the restaurant's ambiance, natural panoramas, and product aesthetics. However, based on field observations and consumer reviews on social media and Google

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Maps, several issues were still found, such as a mismatch between promotional visuals and the product received by consumers, food quality that was deemed inconsistent, and service that slowed down when the number of visitors increased. Furthermore, d'Pari Resto's turnover also experienced fluctuations from May to October. This condition suggests the possibility that brand image, product quality, and service quality influence the level of customer satisfaction at d'Pari Resto.

Study Surti & Anggraeni (2020) recommends that further research add other variables to provide a more comprehensive picture of the factors influencing consumer satisfaction. Based on these recommendations, this study combines the variables of brand image, product quality, and service quality in the restaurant research object. This study aims to analyze the influence of brand image, product quality, and service quality on consumer satisfaction at d'Pari Resto. This research is expected to provide theoretical contributions to the development of marketing management science, especially regarding consumer behavior in the culinary business sector, as well as provide practical contributions for restaurant business actors in increasing consumer satisfaction by strengthening brand image, improving product quality, and optimizing service quality.

LITERATURE REVIEW

Expectancy Disconfirmation Theory (EDT)

Expectancy Disconfirmation Theory (EDT) explains the process of consumer satisfaction and dissatisfaction through a comparison between initial expectations and actual performance perceived after consumption. This theory explains that consumers form expectations before making a purchase and then evaluate the product or service received. When actual performance meets or exceeds expectations, positive disconfirmation occurs, resulting in satisfaction. Conversely, if actual performance falls short of expectations, negative disconfirmation occurs, resulting in dissatisfaction.

In this study, Expectancy Disconfirmation Theory serves as a theoretical foundation to explain the relationship between brand image, product quality, service quality, and consumer satisfaction. Brand image plays a role in shaping consumers' initial expectations, while product quality and service quality are the actual performance evaluated after consumption. This theory is relevant for culinary research because consumer satisfaction is strongly influenced by the congruence between consumer expectations and the restaurant experience.

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Consumer Satisfaction

Consumer satisfaction is the result of a consumer's evaluation after comparing their expectations with the actual experience they receive from a product or service. Consumer satisfaction in the restaurant industry relates to a restaurant's ability to meet consumer needs, desires, and expectations, thereby encouraging loyalty and positive recommendations.. Inkiriwang et al (2022), explains that consumer satisfaction is influenced by product quality, service quality, price, emotions, and the costs experienced by consumers during the consumption process.

Research on consumer satisfaction in the culinary sector continues to grow because satisfaction is considered a crucial factor in maintaining the sustainability of restaurant businesses. Consumer satisfaction not only influences repeat purchase decisions but also influences the spread of positive recommendations to other consumers. In this study, consumer satisfaction was measured using indicators such as minimal consumer complaints, consumer convenience, fulfillment of consumer needs and expectations, and consumer loyalty and recommendations.

Brand Image

Brand image is a consumer's perception of a brand, formed through experiences, marketing communications, and interactions with the brand. Brand image is a crucial factor because it shapes consumer beliefs and expectations before making a purchase. Ambarkahi et al (2025), states that brand image is reflected in the level of brand recognition, trust in the brand, and the positive impression formed in the minds of consumers.

Several studies have shown varying results regarding the influence of brand image on consumer satisfaction. Ihsan & Sutedjo (2022), shows that brand image has a positive effect on consumer satisfaction because a good brand image can increase consumer confidence in the quality of the restaurant. However, Apriliani & Yudiantoro (2023), found that brand image had no significant effect on consumer satisfaction because satisfaction was more influenced by direct consumption experiences. These differences in results indicate that the influence of brand image on consumer satisfaction remains a matter of debate in previous research. In this study, brand image was measured using indicators such as brand name recognition, brand trustworthiness, and favorable impressions.

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Product Quality

Product quality is the ability of a product to meet consumer needs and expectations through taste, menu variety, and compliance with expected specifications. In the restaurant industry, product quality is a critical aspect because it directly impacts the consumer's consumption experience. Ambarkahi et al (2025), explains that product quality encompasses the ability of food to deliver a delicious taste, possess distinctive characteristics, and be safe for consumption.

Previous research has shown varying results regarding the effect of product quality on consumer satisfaction. Nugroho et al (2024) stated that product quality has a positive effect on consumer satisfaction because good food quality can enhance the consumption experience. However, Izzuddin & Muhsin (2020) found that product quality did not significantly influence customer satisfaction because consumers also considered other factors such as restaurant atmosphere and service. This difference in results indicates that product quality remains a relevant variable for research. In this study, product quality was measured using performance, features, and conformance to specifications indicators.

Service Quality

Service quality is the consumer's perception of a restaurant's ability to provide service that meets their needs and expectations. Dewa (2019), explains that service quality encompasses employee competence and friendliness, responsiveness, customer attention, security assurance, and empathy in service delivery. Service quality is a crucial factor in creating positive experiences and increasing customer satisfaction.

Previous research has shown mixed results regarding the effect of service quality on customer satisfaction. Ismartaya et al (2023), shows that service quality has a positive effect on customer satisfaction because fast and responsive service can increase customer comfort. However, Ardianingrum & As Ad (2024) found that service quality had no significant partial effect on customer satisfaction. This difference in results indicates that service quality remains a relevant topic for further study in the culinary sector. In this study, service quality was measured using indicators of competence and friendliness, responsiveness and agility, attention, security assurance and compensation, and empathy.

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Research Hypothesis

Based on Expectancy Disconfirmation Theory (EDT), consumer satisfaction is formed through a comparison between consumer expectations and actual performance received after consumption. Brand image shapes consumers' initial expectations, while product quality and service quality form the actual performance that consumers evaluate. If perceived performance meets or exceeds expectations, consumer satisfaction will result.

A positive brand image can increase consumer confidence and trust in a restaurant, thus forming positive expectations before making a purchase. The better a restaurant's brand image, the more likely consumers are to be satisfied with their consumption experience. This is supported by research. Ihsan & Sutedjo (2022), which shows that brand image has a positive and significant influence on consumer satisfaction. Based on this explanation, the first hypothesis in this study is:

H1: Brand image has a positive influence on consumer satisfaction.

Product quality reflects a product's ability to meet consumer needs and expectations through taste, menu variety, and product conformance to expected specifications. Products that deliver a positive consumption experience will increase consumer satisfaction. Research Nugroho et al (2024) This shows that product quality has a positive effect on consumer satisfaction. Based on this explanation, the second hypothesis in this study is:

H2: Product quality has a positive effect on consumer satisfaction.

Service quality relates to a restaurant's ability to provide prompt, friendly, responsive service, and understand customer needs. Good service can create a positive experience, thereby increasing customer satisfaction. Study Ismartaya et al (2023), shows that service quality has a positive effect on customer satisfaction. Based on this explanation, the third hypothesis in this study is:

H3: Service quality has a positive effect on consumer satisfaction.

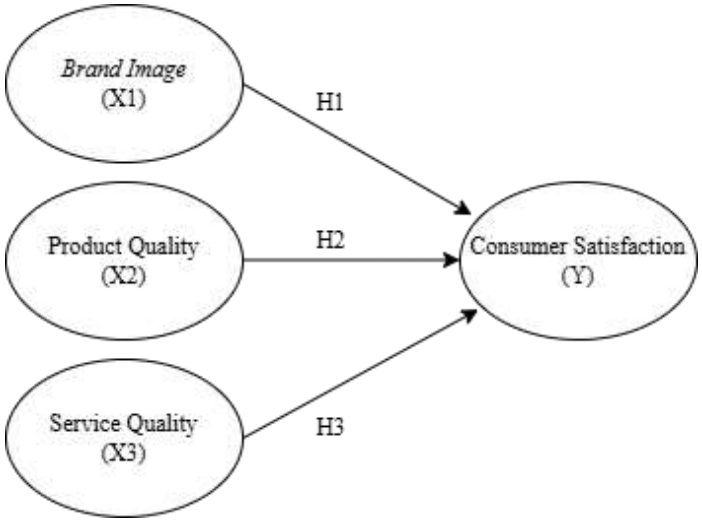
Research Model

This study used three independent variables: brand image (X1), product quality (X2), and service quality (X3), and one dependent variable: customer satisfaction (Y). The relationship between these variables is based on Expectancy Disconfirmation Theory (EDT), which explains that customer satisfaction is formed through a comparison between

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initial consumer expectations and actual performance received after consumption. Brand image plays a role in shaping consumers' initial expectations before making a purchase, while product quality and service quality reflect the actual performance perceived by consumers after consuming the product and receiving restaurant service. If actual performance meets or exceeds customer expectations, customer satisfaction will result. Conceptually, this research model demonstrates that brand image, product quality, and service quality influence customer satisfaction at d'Pari Resto in Purbalingga Regency.



Fligure 1. Research Model

METHOD

This study uses a quantitative approach with a survey method that aims to explain the causal relationship between research variables. This study focuses on analyzing the influence of brand image, product quality, and service quality on consumer satisfaction at d'Pari Resto. The population in this study is all consumers who have made a purchase or visited d'Pari Resto. The accessible population is limited to consumers who meet the research criteria, namely being at least 17 years old and having direct experience in consuming products or services at d'Pari Resto during the research period. The sampling technique used is non-probability sampling with a purposive sampling method. Respondents are selected based on certain criteria that are in accordance with the research objectives so that the data obtained are relevant and representative. The determination of the sample size refers to Hair et al (2019), which is a minimum of five to

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ten times the number of research indicators. Based on these provisions, a sample size of 75 respondents was obtained. However, 100 questionnaires were issued to respondents to reduce incomplete or unreturned questionnaires. The data in this study consisted of primary and secondary data. Primary data were obtained directly from respondents through questionnaires compiled based on research variable indicators and measured using a four-point Likert scale, namely: 1. Strongly Disagree, 2. Disagree, 3. Agree, 4. Strongly Agree. Secondary data were obtained from various literature sources such as books, scientific journals, and relevant previous research to strengthen the theoretical basis and support the research analysis. The data collection technique was carried out by distributing questionnaires directly using Google Forms and analyzed using Statistical Product and Service Solutions (SPSS) software version 26.

RESULT AND DISCUSSION

RESULT

The characteristics of respondents in this study are:

Table 1. Distribution of Respondents by Gender

Gender	Number	Percentage
Male	31	41%
Female	44	59%
Total	75	100%

Source: Processed primary data

According to the collected data, 44 of the 75 respondents were female, representing 59%, while 31 were male. This indicates that the majority of respondents are female. Women are typically more likely to share or comment on the products and services they use. Furthermore, restaurants are often gathering places for friends and family, so the number of visits may have been higher during the study. This composition still reflects the respondents surveyed, which is an interpretation of the research results regarding d'Pari Resto consumer satisfaction.

Table 2. Distribution of Respondents Based on Domicile

Domicile	Number	Percentage
Purbalingga	51	68%

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Purwokerto	8	11%
Banyumas	3	4%
Cilacap	6	8%
Banjarnegara	1	1%
Semarang	1	1%
Boyolali	1	1%
Pekalongan	1	1%
Yogyakarta	1	1%
Total	75	100%

Source: Processed primary data

Analysis of respondent characteristics based on domicile shows that the majority of consumers are from Purbalingga, with the remainder coming from areas outside Purbalingga. The dominance of local consumers may be due to the restaurant's location or easy access for local residents, thus encouraging more frequent consumer visits. Conversely, consumers from outside the area are also known to visit, as d'Pari Resto is often used as a venue for various activities including meetings, gatherings, social gatherings, birthdays, and other events besides dining. Therefore, many consumers from outside Purbalingga come to make venue reservations or attend events such as engagements, weddings, and other family events.

Table 3. Distribution of Respondents by Age

Age	Number	Percentage
17-25 tahun	27	36%
26-34 tahun	26	35%
> 35 tahun	22	29%
Total	75	100%

Source: Processed primary data

Looking at the age of respondents, 36% were between 17 and 25 years old. This doesn't necessarily mean that young people dominate the visitors, but rather that it was influenced by the questionnaire filling process in the field. This place is often used as a

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gathering point for family members, and when completing the questionnaire, children or younger family members were often represented.

Table 4. Distribution of Respondents Based on Knowledge of d'Pari Resto

Knowing Existence	Number	Percentage
Social Media (Instagram, TikTok)	33	44%
Recommendations from friends or family	28	37%
View directly while passing the location	14	19%
Total	75	100%

Source: Processed primary data

The majority of respondents, or 44%, learned about d'Pari Resto through social media platforms like Instagram and TikTok. This demonstrates that digital media significantly influences restaurant promotion to the public. The use of visual media, including photos and videos, allows consumers to experience the restaurant's atmosphere and the activities of its patrons, thus facilitating a better understanding of the establishment before their arrival. This fosters a positive impression, commonly referred to as image, among potential diners. The use of visual media on digital platforms is evidently an effective strategy for shaping and promoting a restaurant's image among consumers.

Table 5. Distribution of Respondents Based on Visit Frequency

Frequency of Visits	Number	Percentage
1-2 times	51	68%
3-4 times	14	19%
> 5 times	10	10%
Total	75	100%

Source: Processed primary data

The majority of visits are still one or two times, which can be understood as consumers still in the trial phase. Social media has a significant impact on attention,

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particularly through the use of visually appealing content and promotional strategies designed to attract visitors. However, social media also provides a platform for consumers to voice reviews, such as complaints or criticism. This information can influence consumer perception and the desire to revisit. Consumers consistently compare their personal experiences with noteworthy reviews. If there are still things that are unsatisfactory, the decision to return can be delayed. Therefore, social media functions not only as a promotional tool but also as a factor influencing consumer behavior and repeat visits.

Hypothesis Test Results

Multiple Linear Regression Analysis

Multiple linear regression testing is useful for determining the level of influence of independent variables (brand image, product quality, and service quality) on the dependent variable (customer satisfaction). Based on testing using Statistical Product and Service Solutions (SPSS) software version 26, the results are presented in the following table.

Table 6. Results of Multiple Linear Regression Analysis Test

Coefficients[a]						
Model		Unstandardized Coefficients		Stanbdardized Coefficients		
			Std. Error	Beta		ig.
	(Constant)	.929	1.138		.696	094
	Brand Image	498	.119	.404	.183	000
	Product Quality	287	.108	.232	.651	010
	Service Quality	201	.064	.301	.165	002

Source: Processed primary data

The regression equation Y = 1.929 + 0.498X1 + 0.287X2 + 0.201X3 + e shows that Consumer Satisfaction is influenced by Brand Image, Product Quality, and Service Quality. The value of 1.929 is the initial or baseline value of satisfaction when the three variables are considered unchanged. Then, the value of 0.498 indicates that an increase

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in Brand Image by one level will result in an increase in Consumer Satisfaction of 0.498, assuming that all other variables remain constant. The value of 0.287 indicates that an increase in Product Quality by one level will result in an increase in Consumer Satisfaction of 0.287. The value of 0.201 indicates that an increase in Service Quality by one level will increase Consumer Satisfaction by 0.201. This equation shows that an increase in brand image, product quality, and service quality results in an increase in the level of consumer satisfaction.

Coefficient of Determination Test (R-Squared)

Table 7. Results of the Determination Coefficient (R2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.581	.563	1.057

Source: Processed primary data

The table shows an R^2 value of 0.581, indicating that 58.1% of the Consumer Satisfaction variable can be explained by the Brand Image, Product Quality, and Service Quality variables in the regression model. Conversely, the remaining 41.9% is caused by factors other than the variables studied. As indicated by the criteria used, the R^2 value of 0.581 is in the moderate to strong range. This proves that the regression model demonstrates a fairly good level of ability in explaining consumer satisfaction.

T-Test (Partial)

Table 8. Results of the T-Test (Partial)

Hypothesis		t-count	t-table	Sig.	Information
H1	Brand image has a significant positive effect	4.183	1.666	.000	Accepted

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	on consumer satisfaction				
H2	Product quality has a significant positive effect on consumer satisfaction	2.651	1.666	.010	Accepted
H3	Service quality has a significant positive effect on consumer satisfaction	3.165	1.666	.002	Accepted

Source: Processed primary data

The Brand Image variable (X_1) has a t-count value of 4.183, which is more than the t-table of 1.666 with a significance level of 0.000 or less than 0.05. It can be concluded that Brand Image has a positive and significant effect on Consumer Satisfaction. This shows that if consumers think a brand has a good image, they will be more satisfied with it.

The Product Quality variable (X2) has a t-value of 2.651, which is greater than the t-table of 1.666, with a significance level of 0.010. This value is also less than 0.05, indicating that Product Quality has a positive and significant effect on Consumer Satisfaction. Consequently, the higher the quality of the product offered, the higher the level of consumer satisfaction will also be.

The Service Quality variable (X3) has a t-value of 3.165, which is greater than the t-table of 1.666 with a significance level of 0.002. This indicates that the significance level is less than 0.05, indicating that Service Quality also has a positive and significant influence on Consumer Satisfaction. This means that improving service quality is an important factor in achieving increased consumer satisfaction.

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DISCUSSION

Brand image has a significant positive effect on consumer satisfaction.

Based on the t-test results, the calculated t-value of 4.183 is greater than the t-table value of 1.666, with a significance level of 0.000. Because the significance level is less than 0.05, the influence of brand image on consumer satisfaction is considered significant. The regression coefficient of 0.498 indicates a positive correlation, indicating that the better a company's brand image, the higher the level of consumer satisfaction. Therefore, the first hypothesis (H1), which states that brand image has a significant positive effect on consumer satisfaction, is accepted.

Brand image is developed through digital promotion on social media, featuring visuals of comfortable places, attractive photo spots, and a calm atmosphere, creating a positive and Instagrammable impression. Engaging visual content, consistent information delivery, and a clear brand identity facilitate consumer recognition and positive perceptions of the brand. This aligns with Expectancy Disconfirmation Theory (EDT), which explains that consumer expectations are formed through social media promotions, and when actual conditions meet or exceed expectations, consumers are more satisfied. Thus, the strength of brand image stems not only from the brand name but also from the visual experience and atmosphere experienced by consumers. In the context of restaurants, brand image is important because it relates to perceptions of the atmosphere, food quality, and the overall dining experience. Research Salsabila & Ningsih (2023) and Ihsan & Sutedjo (2022) shows that brand image has a positive and significant effect on consumer satisfaction, thus supporting the first hypothesis of this study.

Product quality has a significant positive effect on consumer satisfaction

Product quality demonstrated a significance level of 0.010 (less than 0.05), with a regression coefficient of 0.287 and a calculated t-value of 2.651, exceeding the t-table of 1.666. This indicates that product quality has a positive and significant effect on consumer satisfaction. As the quality of the product purchased by consumers improves, consumer satisfaction is expected to increase. This positive correlation indicates a strong relationship. When products offered are consistent in taste, high quality, attractively presented, and priced appropriately for their value, consumers' assessment of their consumption will improve. Therefore, hypothesis H2 is accepted.

Product quality is considered good because it meets consumer expectations through menu variety, distinctive flavors, and product safety for consumption. Consumers

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also assessed that the taste, appearance, and quality of the product presented matched the promotions displayed on social media. This aligns with Expectancy Disconfirmation Theory (EDT), which explains that satisfaction arises when the product quality received meets or exceeds consumer expectations. Conversely, a mismatch between expectations and reality can lead to dissatisfaction. Therefore, product quality is an important factor in increasing consumer satisfaction, especially through consistency of taste, quality of raw materials, and product presentationThis finding is supported by research Wijayanti & Subagyo (2025) and Nugroho et al (2024) which shows that product quality has a positive and significant effect on consumer satisfaction, especially in the culinary sector.

Service quality has a significant positive effect on consumer satisfaction

Service quality showed a significance level of 0.002 (less than 0.05), a regression coefficient of 0.201, and a calculated t-value of 3.165, exceeding the t-table of 1.666. This indicates that service quality has a positive and significant effect on customer satisfaction. A positive regression coefficient indicates a unidirectional relationship between service quality and customer satisfaction. Clearly, employees who provide friendly, responsive, and courteous service, along with clear product information, are more likely to create a positive customer experience. Therefore, the third hypothesis (H3) is accepted.

Service quality was deemed satisfactory, although not as strong as brand image and product quality. This indicates that customer service experiences are not yet fully consistent, thus creating room for improvement. According to Expectancy Disconfirmation Theory (EDT), service quality is part of the actual performance perceived by customers after interacting with a service provider. Consumer expectations are shaped not only by product and social media promotions, but also by employee attitudes, speed of service, and comfort during the experience. When service is provided in a friendly, prompt, and consistent manner, customers will be more satisfied. Therefore, improving service quality is important to strengthen positive consumer perceptions as a whole. This finding is in line with research Hakim & Faizah (2023) and Soerjanto et al (2024) which shows that service quality has a positive influence on consumer satisfaction in the culinary industry.

CONCLUSION

This study shows that brand image, product quality, and service quality have a positive and significant influence on customer satisfaction. A strong brand image can shape positive consumer perceptions, while product quality that meets expectations

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increases customer satisfaction. Service quality also has a positive influence, although empathy still needs to be improved to optimize the customer experience. These findings align with Expectancy Disconfirmation Theory (EDT), which explains that satisfaction arises when the experience meets or exceeds customer expectations. This study is limited by the number of respondents and the research location, which was only conducted at a single restaurant. Therefore, restaurants are advised to maintain consistent social media promotions, maintain product taste and safety, and improve service quality through friendlier and more empathetic communication with customers. Furthermore, employees are expected to provide service that is not only fast and accurate, but also warm and attentive. Future research is recommended to expand the number of respondents and research locations, add other variables such as emotional attachment and service personalization, and use more detailed analysis, such as structural models, to more clearly examine the relationships between variables.

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